

# *News Release*

Attention: Business, Lifestyle Editors

For Immediate Release

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## **Marketing Director Named for Agriculture Museum**

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(Jackson) The Mississippi Department of Agriculture and Commerce (MDAC) announces the appointment of Rebecca Fleming Ainsworth as the first ever Marketing Director for the Mississippi Agriculture and Forestry/National Agricultural Aviation Museum. "This is a good move on the part of the Museum," said Dr. Lester Spell, Jr., Commissioner of Agriculture and Commerce. "One of the top priorities identified by a recent study for the Museum was to have someone on staff to handle promoting events there. I am confident that Ms. Ainsworth will do a great job getting the word out about one of the south's most unique facilities."

Ms. Ainsworth will be responsible for all marketing, advertising and promotions for the Museum. Additionally, she will work with the Fairgrounds Commission on promotion and advertising for the Mississippi State Fair and the Dixie National Livestock Show and Rodeo.

Ms. Ainsworth received her undergraduate degree from Mississippi State University and her Masters degree from Mississippi College. She previously worked with the Mississippi Department of Economic and Community Development's Division of Tourism. While there she assisted in the development and implementation of the State's consumer advertising and promotion campaigns, publications and research programs. She recently completed the Southeast Tourism Society's Marketing College and will receive the STS "Travel Marketing Professional" designation in the spring of 1999.